



ECONOMIC
FOOTPRINT



GROSS VALUE ADDED

AGRANA GROUP

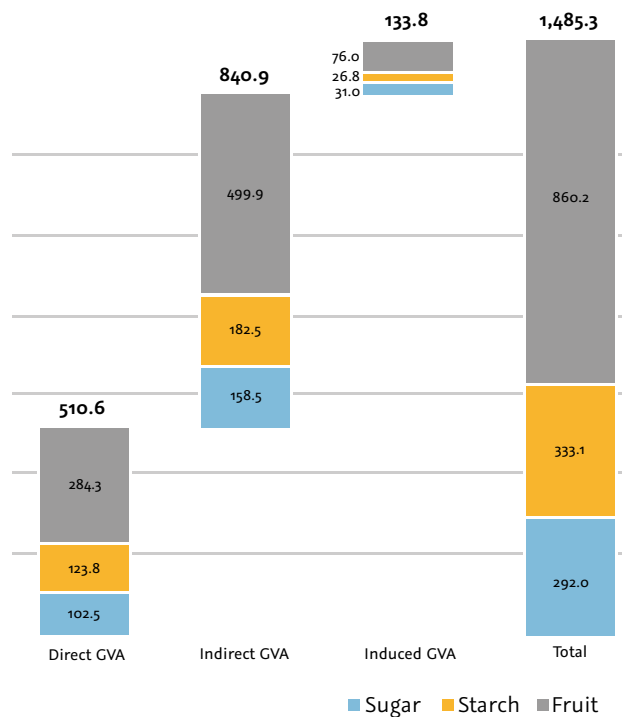
The AGRANA Group is a global player of international relevance. **Gross value added** of **€ 510.6 million** was generated in the 2014|15 financial year as a direct result of the Group's business operations.

The **total gross value added** of the AGRANA Group, comprising the direct, indirect and induced effects, amounts to nearly **€ 1.5 billion**. This is equivalent to around 0.5 % of Austria's GDP.

Totalling € 860.2 million, the largest single contribution (58%) is made by the Fruit segment, followed by the segments Starch, with € 333.1 million (22%), and Sugar, with € 292.0 million (20%).

The largest economic 'lever', expressed as the multiplier, is also found in the Fruit segment: a **multiplier of 3.03**.

GROSS VALUE ADDED EFFECTS OF THE AGRANA GROUP 2014|15
BY SEGMENT IN EURm



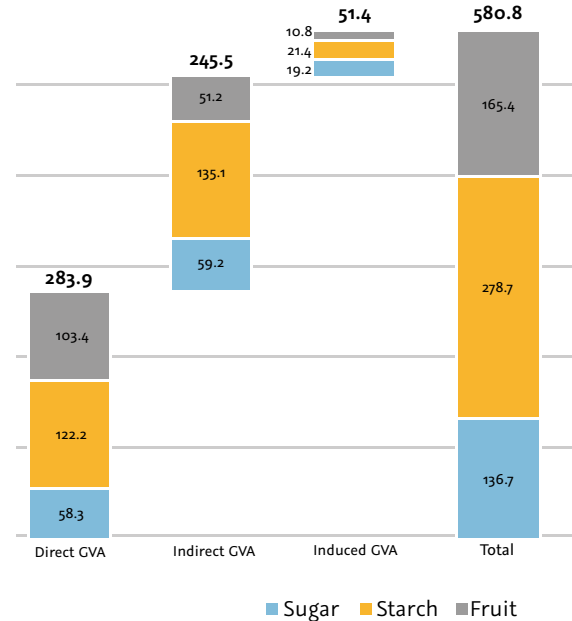
Every euro generated in the Fruit segment of the AGRANA Group generates a further two euros of value added worldwide.

AGRANA IN AUSTRIA

AGRANA plays a particularly significant role in Austria. A country-level analysis reveals that AGRANA directly and indirectly generates **value added of € 580.8 million** throughout Austria. More than a third of total value added is therefore generated in Austria. **Every 500th euro** generated in Austria **is attributable to AGRANA**. The largest effects are achieved here by the segments Starch (€ 278.7 million), followed by Fruit (€ 165.4 million) and Sugar (€ 136.7 million).

Also notable are the **multipliers** in the Sugar (2.34) and Starch (2.28) segments. Every euro generated in these segments triggers more than one additional euro of value added in other sectors of the economy.

GROSS VALUE ADDED EFFECTS OF AGRANA IN AUSTRIA 2014/15
BY SEGMENT IN EURm



INVESTMENT EFFECTS

AGRANA GROUP



Besides the effects attributable to business operations, the **investment activities** of the AGRANA Group also generate **additional gross value added**. Globally, the total investment volume of nearly € 90 million in the 2014/15 financial year triggered a total gross value added effect of more than

€ 171.5 million. The employment effect generated as a result amounts to a total of **4,622 jobs**.

Viewed by segment, the € 43 million invested in the Fruit segment accounted for the largest total economic contribution, namely € 84.3 million. In the Sugar segment, investments totalling € 34.5 million triggered a total economic value added effect of € 61.9 million. The € 13.7 million invested in the Starch segment resulted in € 25.4 million of value added. Expressed in jobs, this is equivalent to 2,968 jobs in the Fruit, 1,411 jobs in the Sugar and 243 jobs in the Starch segments, respectively.

GROSS EMPLOYMENT EFFECTS

AGRANA GROUP

AGRANA directly accounted for 8,708 jobs in the 2014|15 financial year. Given its links to upstream activities and due to income-related effects, AGRANA safeguards **around 31,000 further jobs**. More than half of the total effect of the total of 39,678 jobs, namely 21,827 jobs, are attributable to the Fruit segment, followed by the Sugar segment,

with 12,834 jobs, and the Starch segment, with 5,017 jobs, respectively. Due to the many labour-intensive upstream activities, for example in the agricultural sector, the employment multipliers of the AGRANA Group are exceptionally high, falling within a range of 3.95 in the Fruit segment to 5.81 in the Starch segment. This means that every job at AGRANA creates up to a further five jobs worldwide.



39,678 TOTAL GROSS EMPLOYMENT EFFECTS

AGRANA IN AUSTRIA

In Austria alone, the 2,138 direct jobs at AGRANA account for a **total effect of 8,726 jobs**. As a result, **every 470th** job in Austria is directly or indirectly dependent on AGRANA.



DEFINITIONS

GROSS VALUE ADDED (GVA) As an index number for the macroeconomic total calculation, this is defined as the total value of the goods and services generated in the production process (gross production value) less the value of the goods and services consumed, processed or transformed in the production process (advance services). Otherwise expressed, the gross value added represents the amount that is available to remunerate the production factors of labour (wages and salaries) and capital (profit, interest on borrowed capital and deductions).

DIRECT EFFECTS Include the value of gross value added or employment that is generated directly in the enterprise in question or which creates jobs.

INDIRECT EFFECTS Come into existence through the advance services drawn upon by the enterprise in question in other sectors (e.g. the manufacture of machinery, fertilisers, etc. for agricultural products).

INDUCED EFFECTS The jobs created and/or secured by the direct or indirect effect generate income that is then spent again by the employees (above all for consumption purposes). This stimulates end-consumer demand in the relevant sectors (especially in the retail sector).

MULTIPLIERS represent the extent to which the total effects exceed the original direct effect. A multiplier is calculated as the sum of the total value added divided by the direct economic value added generated by AGRANA.



JOBS

Internationally, AGRANA safeguards around **40,000** jobs. **8,726** of which are in Austria.



GROSS VALUE ADDED:

Internationally, nearly **€ 1.5 billion**. Around a third of this (**€ 580.8 million**) is generated in Austria.



SEGMENTS

58% of the total gross value added is generated in the Fruit segment.



INVESTITIONEN

As a result of its investment activity, the AGRANA Group globally generates a further **€ 172 million** of total gross value added and secures **4,622** jobs.



AGRANA BETEILIGUNGS-AG
A-1020 Vienna, F.-W.-Raiffeisen-Platz 1
e-mail: info.ab@agrana.com
WWW.AGRANA.COM